

Get the Spring Habit

Of going through the system with the brush and broom of a good Spring Medicine—the habit of giving the system a spring cleaning.

Thousands are benefited by this Spring Habit every year, for it is a decided advantage to set things to rights in the system before the heat and

The best Spring Medicine, the best brush and broom for the human system, is Hood's Sarsaparilla

—this statement is confirmed by the largest volume of voluntary testimony in the world. Fifteen thousand testimonials* last year by actual count.

Hood's Sarsaparilla

Has accomplished vastly more than any other medicine ever made—its record of cures is not only unequaled but unapproached.

It is an honest medicine, prepared by honest men, for honest purposes. It produces the best results. Take Hood's for your Spring Medicine this

year, and it will make you feel and look so much better, eat and sleep so much better, and give you so much vitality and strength. you will take it next year.

and every succeeding year, of your own accord.

*NOTE—Just think of it! 15,000 testimonials received in 1903—an average of fifty every business day in

counted our letters received, and the total is 2,323.

Our mail-order business is growing enor-

the year.

How many people receive our daily average in a whole month?

How many business houses receive it in a week?

Remember, this is only our testimonial mail.

mously. It comes from all over the world and includes orders for every medicine we make—Hood's Sarraparilla, Pills, Medicated Soap, Tooth Powder, Olive Ointment, Peppermint Pills, Dyspeptics, Hood Farm Remedies, etc.

Our total mail, consisting of orders and correspondence of all kinds, is largely in excess of this.

For instance, on the day this advertisement is written, March 21, 1904, we have

An equal confidence has never been won, an equal proof of actual cures has never been given, by any other preparation. This is sufficient to convince the whole world of the merit of Hood's Sarsaparilla.

...grown to forty-three millions; thirteen col-

**ADDITIONAL AND IMPROVED
TRAIN SERVICE ST. LOUIS**
To All Points in the Great
Southeast, also to Beau-

the Louisiana Territory and the vastest of greater maturity are an celebration of the millions of united Americans, occupying forty-five prosperous States and five Territories. Among this number are the States which are located within the boundaries of the Louisiana Purchase, the chief city of which is the city of St. Louis, which have the honor of representing on this memorable occasion.

St. Louis, enveloped in the romance of the great West, the gateway to the great and fertile Western North Carolina — "Land of the Sky," and Eastern Tennessee.

VIA SOUTHERN RAILWAY

One hundred years ago this locality was a mere trading post. But eighty-two years have elapsed since St. Louis was incorporated into

a city. Now, with a population of 700,000, it is fourth in rank, and the commercial center of the United States. Well may we be satisfied with its past record; well may we have pride in the promotion of this Universal Exposition in honor of the Louisiana Purchase, through which this city owes its existence.

Many and great were the difficulties in the

TO TREAT YOUR EYES

If They Need Treatment

-AND-

path of the enterprise, hours of uncertainty and discouragement. The time and money well given, and the hour of opening near at hand, all hail to the civic pride of our people! All hail to the public spirit and indomitable energy of President David R. Francis and associates, under whose guidance the Louisville Purchase Exposition has been consummated, for the enlightenment and pleasure of us all.

We bid a most cordial welcome to all national and foreign visitors.

To Properly Fit You With Glasses
IF YOU NEED GLASSES
Is Exclusively My Business.

CONSULTATION AND EXAMINATION FREE.

Make to order Glasses from..... \$1.50 a pair
Solid gold spring Eye Glasses from..... \$1.50 a pair

tion. We thank our national and state Governments; we thank the rulers of foreign countries; we thank the individual exhibitors, for the honor conferred upon our municipality through their participation in this Exposition. Above all, we reverently acknowledge the kind favor of Heaven, which has so smiled upon this our great undertaking.

NATIONAL COMMISSION.

G. Moritz, M.D. **United States** **612 FRANKLIN AVE.**
Optician

4,000 REFERENCES

international character of the Exposition, concluding the proclamation in these words:

McKINLEY'S WORDS.

Mayor Wells was followed by Thomas H. Carter, president of the National World's Fair Commission, who said:

An act of the Congress of the United States, approved March 2, 1901, gave national recognition to the Exposition we this day open to the public. By appropriating \$3,000,000 in aid of

"And in the name of the Government and on the people of the United States, I do hereby invite all the nations of the earth to take part in the commemoration of the purchase of the Louisiana Territory an event of great interest to the United States, and of adding credit to their development, by appointing representatives and sending exhibits."

Exposition will cost \$12,000,000.

The President was authorized to appoint a commission of nine persons to perform certain functions, and to symbolize the continuous solicitude of the Government for the success of the Exposition.

The State's management was entrusted to a corporation organized under the laws of the State of Missouri. The weakness of divided authority was wisely obviated by vesting in the corporation, commonly known as the "Missouri National Life Insurance Company," the sole power and by reason strictly financial. The National Commission to functions chiefly ministerial. The substantial lodgment of sole power and responsibility in the private

The cordial and almost universal response of the nations is flattering to the people of the whole country, as it is gratifying to the Exposition management.

TIME FOR PREPARATION.
With cheerful alacrity, time for preparation was extended one year by Congress upon request of the company, and a loan of \$4,000,000

was made by the present Congress, to meet all the obligations of the Exposition up to this day of opening. If to this original appropriation of \$500,000 we add the sum of the several appropriations directly and indirectly expended, and authorized by the Government for construction and official exhibits upon the Fair grounds is taken into account, it will be found that financially the United States is to-day con-

cents in 1900, thus practically duplicating the price paid for the Louisiana Territory 100 years ago.

But happily the influence of the general Government has not been confined to financial aid. The Congress authorized the President of the United States to invite all nations of the earth to take part in the proposed celebration.

In the exercise of that authority, on the twentieth day of August, 1901, the venerated President, McKinley formally proclaimed the trial of this wonderful Medicinal Wine. For sale by Raboteau & Co., 79 N. Broadway

Overnight
FOUR DOLLAR SHOE

The Shoe That Shows.

Send for Style Book—it's free.

Wendheimer, Swartz, Shaw Co.

Clover Brand Shoe Makers **St. Louis, U. S. A.**

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Made